

## StreetCar Cup: FAQ's

*We have listed some frequently asked questions to help clarify any queries that clubs or regions may have on the StreetCar Cup:*

### **Why “StreetCar” Cup?**

StreetCar is the name of the competition and is not intended to be a rebrand of AutoSOLO. “StreetCar” has been chosen to portray the concept of competition in your road car and because it is felt to be more contemporary and relevant than “AutoSOLO Cup”, for example.

### **Is there a registration fee for StreetCar participants?**

No, Motorsport UK will not charge any registration fee to the participants for this initiative. Participants will have to register for the StreetCar Cup and their relevant class via the StreetCar Cup website.

### **How will participants enter the regional events?**

The StreetCar Cup website will list all regional calendars and will include links to all participating clubs’ websites to enable the competitors to enter with the clubs directly. Participating clubs will need to include “check boxes” for the StreetCar classes within their entry form to enable the competitors to enter their correct class.

### **What do we need to include in our regulations to run StreetCar?**

The supplementary regulations for your AutoSOLO championship events simply need to state that the “StreetCar Cup is an invited Championship”.

### **Do StreetCar participants need to join a club to compete?**

No, participants who are solely taking part in the StreetCar Cup do not need to be a club member. If they wish to take part in the Regional Championship or additional events, then they will clearly need to comply with the relevant regulations relating to the championship or events. Clubs are encouraged to have collateral to promote their club membership and activities, to hand out to StreetCar competitors at events.

### **We have an existing class structure within our Regional Championship; how do the StreetCar classes fit in with this?**

The StreetCar classes run over and above any existing class structures and do not take account of any vehicle classes – the highest scoring driver in each StreetCar class wins the class, regardless of any existing class structures.

### **Our regional AutoSOLO calendar runs beyond September 2021; can we still be part of the StreetCar initiative?**

Yes, however, the StreetCar Cup counters will only take place within the events that run between March and August.

### **Do participating regional events need to reserve entries for StreetCar Cup?**

Yes, all participating events will be required to reserve 10 spaces for the Junior and Newcomer drivers to help ensure these participants have a positive introduction to the sport. Drivers in the Allcomers class should be more familiar with entry procedures and should therefore be less likely to miss out on opportunities to enter particularly popular events. It is proposed that clubs set the StreetCar entry deadline a couple of days prior to the main event entry deadline; this will mean that if the 10 StreetCar entry slots are not filled, the places can be released to clubs other regular participants.

### **Do clubs need to provide trophies for the StreetCar winners?**

It is not mandatory to provide physical awards for StreetCar class winners but it would obviously be a nice touch to do so. We do ask that clubs acknowledge the StreetCar class winners/top finishers within the prize givings at their events.

### **Who is responsible for the regional points tables?**

The points scoring system is outlined in the StreetCar Cup regulations. Participating events will be expected to publish StreetCar classes in their event results. From there, the regional coordinator for StreetCar will be required to share the results with Motorsport UK promptly after each event and Motorsport UK will then update and manage the regional points tables on the StreetCar website.

### **How does the regional coordinator role and Motorsport UK support work?**

Each participating region will given a budget of £100/event and will be encouraged to appoint a StreetCar coordinator(s) to help with the delivery of the series on the ground. It does not have to be the same person for all events, but for consistency it would clearly be best if the coordinator role is limited to a maximum of 2 people. How the £100 funding is allocated is at the discretion of each participating Regional Association. The purpose of the coordinator role is to help with practical matters such as the delivery of the event collateral to each event, helping organising clubs with queries and generally helping to ensure a consistent experience for competitors at each event. The regional coordinators will have responsibility for providing Motorsport UK with updated championship points promptly after each event, a brief event report and some pictures (Smart phone quality is adequate) so the central website can be updated.

### **How will Motorsport UK attract new participants to these events?**

We have a marketing plan which outlines the target audiences for all 3 classes and a promotions strategy to reach these audiences. For the Junior and Newcomer classes, we will predominantly market to these audiences via a social media advertising campaign, utilising 2 promotional videos (one for each class) to convey the excitement and accessibility of the StreetCar Cup. We will also contact relevant influencers and digital publications to help promote the initiative to new audiences. By contrast, the Allcomers class, will predominantly be promoted via internal mailing lists and communications, to reflect the fact that the class is aimed at existing and experienced competitors.

### **Who will run the Shoot-out event in September?**

Motorsport UK will organise and finance the shoot-out and a suitably experienced partner will be appointed to deliver the event on the day. We will announce details on this process in the new year.